

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office		(2) MEETING DATE June 27, 2006		(3) CONTACT/PHONE Gail Wilcox, Dep. CAO (805) 781-5011	
(4) SUBJECT Request to approve an agreement with the San Luis Obispo Community Foundation, acting as fiscal agent for the Gold Coast Collaborative, to develop a strategic plan to combat the rising obesity epidemic and chronic diseases associated with that epidemic.					
(5) SUMMARY OF REQUEST The Gold Coast Collaborative will develop a comprehensive strategy and action plan to combat the rising obesity epidemic and chronic diseases associated with the epidemic in the County.					
(6) RECOMMENDED ACTION It is recommended that the Board approve the agreement with the San Luis Obispo Community Foundation, acting as fiscal agent for the Gold Coast Collaborative.					
(7) FUNDING SOURCE(S) Fund Center 183 – Medical Assistance Program		(8) CURRENT YEAR COST \$18,480		(9) ANNUAL COST N/A	
(10) BUDGETED? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> N/A					
(11) OTHER AGENCY/ADVISORY GROUP INVOLVEMENT (LIST): County Counsel reviewed and signed the agreement. The San Luis Obispo Community Foundation will act as fiscal agent for the Gold Coast Collaborative. The Gold Coast Collaborative will oversee the obesity study and subsequent strategic plan.					
(12) WILL REQUEST REQUIRE ADDITIONAL STAFF? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, How Many? _____ <input type="checkbox"/> Permanent _____ <input type="checkbox"/> Limited Term _____ <input type="checkbox"/> Contract _____ <input type="checkbox"/> Temporary Help _____					
(13) SUPERVISOR DISTRICT(S) <input type="checkbox"/> 1st, <input type="checkbox"/> 2nd, <input type="checkbox"/> 3rd, <input type="checkbox"/> 4th, <input type="checkbox"/> 5th, <input checked="" type="checkbox"/> All			(14) LOCATION MAP <input type="checkbox"/> Attached <input checked="" type="checkbox"/> N/A		(15) Maddy Act Appointments Signed-off by Clerk of the Board
(16) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Presentation <input type="checkbox"/> Board Business (Time Est. _____)			(17) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions (Orig + 4 copies) <input checked="" type="checkbox"/> Contracts (Orig + 4 copies) <input type="checkbox"/> Ordinances (Orig + 4 copies) <input type="checkbox"/> N/A		
(18) NEED EXTRA EXECUTED COPIES? <input type="checkbox"/> Number: _____ <input type="checkbox"/> Attached <input checked="" type="checkbox"/> N/A			(19) APPROPRIATION TRANSFER REQUIRED? <input type="checkbox"/> Submitted <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A		
(20) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) 0019000233			(21) W-9 <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		(22) Agenda Item History <input type="checkbox"/> N/A    Date _____
(23) ADMINISTRATIVE OFFICE REVIEW					

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6-27-07

# County of San Luis Obispo

COUNTY GOVERNMENT CENTER, RM. 370 • SAN LUIS OBISPO, CALIFORNIA 93408 • (805) 781-5011



**TO: BOARD OF SUPERVISORS**

**FROM: GAIL WILCOX, DEPUTY COUNTY ADMINISTRATOR**

**DAVID EDGE**  
COUNTY ADMINISTRATOR

**DATE: JUNE 27, 2006**

**SUBJECT: REQUEST TO APPROVE AN AGREEMENT WITH THE SAN LUIS OBISPO COMMUNITY FOUNDATION, ACTING AS FISCAL AGENT FOR THE GOLD COAST COLLABORATIVE, TO DEVELOP A STRATEGIC PLAN TO COMBAT THE RISING OBESITY EPIDEMIC AND CHRONIC DISEASES ASSOCIATED WITH THAT EPIDEMIC**

## **RECOMMENDATION**

It is recommended that the Board approve the agreement with the San Luis Obispo Community Foundation, acting as fiscal agent for the Gold Coast Collaborative, to develop a strategic plan to combat the rising obesity epidemic.

## **DISCUSSION**

There is a growing epidemic of children who are overweight and at risk of obesity. The 2005 San Luis Obispo Children's Summary Report shows that over 1 in 4 County children are overweight or at risk of being overweight. The well documented long-term health and economic impacts associated with obesity have raised the concern of parents, educators, health officials and policy makers. Being overweight or obese is associated with diabetes, high cholesterol, high blood pressure, and some types of cancers, such as colon, prostate, or kidney.

The Gold Coast Collaborative members include representatives from the County Public Health Department, Lucia Mar Unified School District, County Office of Education, UC Cooperative Extension, the SLO Community Foundation, Economic Opportunity Commission, YMCA, Cal Poly as well as local nutrition and public health experts. The Collaborative will develop a comprehensive strategy and action plan for the County. Exhibit A of the agreement details the objectives and outcome of the study.

## **OTHER AGENCY INVOLVEMENT/IMPACT**

County Counsel reviewed and signed the agreement as to form and legal effect. The San Luis Obispo Community Foundation will act as fiscal agent for the Collaborative. The Gold Coast Collaborative will oversee the obesity study and the subsequent development of a strategic plan to combat the obesity epidemic in the County.

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## **BOARD OF SUPERVISORS**

June 27, 2006

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### **FINANCIAL CONSIDERATION**

Funds for this contract (\$18,480) are included in Fund Center 183. As a result of unanticipated State revenues being available to offset the County's contract with the Community Health Center (CHC), the General Fund contribution to CHC has decreased slightly compared to budgeted amounts. Those General Fund savings are recommended to offset the cost of the contract with the Gold Coast Collaborative.

### **RESULTS**

The Gold Coast Collaborative will oversee the development of a strategic plan that will be used to counter the prevalence of children being overweight, to improve nutrition and increase physical activity of children. Measurable outcomes are expected to be: the reduction in the percentage of 5<sup>th</sup>, 7<sup>th</sup>, and 9<sup>th</sup> grade overweight children, the increase of percentage of 5<sup>th</sup>, 7<sup>th</sup>, and 9<sup>th</sup> grade children who achieve all of the six Physical Fitness Standards and reduce the percentage of young children, 3-5 years old, who are overweight or at risk of being overweight.

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**AGREEMENT BETWEEN THE COUNTY OF SAN LUIS OBISPO  
AND THE SAN LUIS OBISPO COMMUNITY FOUNDATION  
ACTING AS FISCAL AGENT FOR THE GOLD COAST COLLABORATIVE**

THIS AGREEMENT, made and entered into on June 28, 2006 by and between SAN LUIS OBISPO COUNTY (hereinafter referred to as the "County") and the **San Luis Obispo Community Foundation acting as the fiscal agent for the Gold Coast Collaborative** (hereinafter referred to as the "Contractor").

**WITNESSETH:**

**WHEREAS**, Applicant has applied to County for a grant of County funds for the project detailed in the scope of work (Exhibit "A") attached hereto; and

**WHEREAS**, the County finds that the project is eligible for a County funds as a local community project; and

**NOW, THEREFORE**, the parties agree as follows:

1. SCOPE OF SERVICES: The Contractor shall perform and complete the activities contained in the Scope of Work (Exhibit A) attached to this agreement.
2. PURPOSE: The Contractor agrees that the primary purpose of this grant is to provide funding for programs/programs that benefit the public by promoting the health and well-being of the community, encouraging behaviors and activities that focus on preventing disease, and enabling County residents to reach and maintain optimal health stability and independence.
3. TERM OF AGREEMENT: The term of this agreement shall be for 12 months, beginning June 28, 2006. The agreement may be extended by 90 days if the Contractor and County agree in writing. The Board of Supervisors expressly grants to the County Administrator for San Luis Obispo County the authority to extend the Agreement pursuant to this Section as long as the change does not increase the maximum dollar amount of this Agreement or any other burden of the County under this Agreement.
4. GRANT: The County hereby agrees to transfer to Contractor, as a grant of County funds, \$18,480 to complete all tasks and activities contained in Scope of Work attached as Exhibit A. Program/project funding shall not be used to supplant existing operations not related to the project but must be used to support the project as proposed in Exhibit A.

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Contractor understands and agrees that said grant is for the amount specified herein and the County has no obligation to award further, additional or ongoing grants beyond the term of this agreement.

5. REPORTING: The Contractor shall prepare and submit a report within sixty (60) days after the end of the grant period (see #3 - Term of Agreement), and should include the following: 1) final comparison of the approved project budget to actual expenditures, 2) actual program results reported in meaningful, measurable terms, and 3) this report shall be signed and dated by the project program manager. The Contractor shall provide at the County's request any other required or needed reports. The Contractor shall allow members of the Health and Human Services Grant Review Committee to conduct a site visit regarding the project or program.

Should Contractor fail to expend the grant funds in the project as proposed in Exhibit A, County may, at its option, require Contractor to repay all or any portion of the funds not expended in the project or improperly expended.

6. EQUIPMENT: If the project budget for this project includes purchase of any equipment which has a useful life extending beyond the termination date of this project, the Contractor agrees that said equipment will be transferred over to County at the conclusion of this project, unless the County consents to a renewal or extension of the same or some similar project by Contractor utilizing the same equipment.
7. ADMINISTRATIVE PROVISIONS: Notwithstanding anything herein to the contrary, the Contractor is subject to the provisions of the applicable state and local laws and the Contractor's Articles of Incorporation and Bylaws.
8. ACCOUNTING: The Contractor shall comply with all applicable accounting regulations and standards.
9. AUDITS:
  - A. The Contractor shall maintain such records and accounts in accordance with general accounting practices. In addition, the Contractor shall maintain such records and accounts as may be required by the County. County may require Contractor, at its sole expense, to have its records and accounts audited annually by an accountant licensed by the State of California and approved in advance by said Auditor-Controller, and to present said audit to the County within thirty (30) days after the completion of the audit. County may make its own audit of Contractor's records and accounts at any time, if County so desires. Financial records should clearly demonstrate that the grant funds have been spent for the intended grant purpose within the scope of work (Exhibit A).

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B. The County shall have the right through its representative, and at all reasonable times, to inspect such books and records; and Contractor hereby agrees that all such records and instruments are available to the County. All State and Federal tax returns of Contractor insofar as this Agreement is concerned shall also be made available to the County for accounting purposes if requested.

10. INDEMNIFICATION: Contractor shall defend, indemnify and save harmless the County, its officers, agents and employees, from any and all claims, demands, damages, costs, expenses, judgments, attorney's fees, liabilities or other losses that may be asserted by any person or entity, and that arise out of or are made in connection with the acts or omissions relating to the performance of any duty, obligation, or work hereunder. The obligation to indemnify shall be effective and shall extend to all such claims and losses, in their entirety, even when such claims or losses arise from the comparative negligence of the County, its officers and employees. However, this indemnity will not extend to any claims or losses arising out of the sole negligence or willful misconduct of the County, its officers and employees.

The preceding paragraph applies to any theory of recovery relating to said act or omission by the Contractor, or its agents, employees, or other independent Agreements directly responsible to Contractor, including, but not limited to the following:

- A. Violation of statute, ordinance, or regulation
- B. Professional malpractice
- C. Willful, intentional or other wrongful acts or failures to act
- D. Negligence or recklessness
- E. Furnishing of defective or dangerous products
- F. Broad Form Property Damage (including Completed Operations)
- G. Premises Liability
- H. Strict Liability
- I. Inverse Condemnation
- J. Violation of Civil Rights

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- K. Violation of any federal or state statute, regulation, or ruling resulting in a determination by the Internal Revenue Service, California Franchise Tax board, or any other California public entity responsible for collecting payroll taxes, when the Contractor is not an independent contractor.

It is the intent of the parties to provide the County the fullest indemnification, defense, and "hold harmless" rights allowed under the law. If any word(s) contained herein are deemed by a court to be in contravention of applicable law, said word(s) shall be severed from this Agreement and the remaining language shall be given full force and effort.

11. INSURANCE: Contractor shall procure the following required insurance coverages at its sole cost and expense and maintain in full force and effect for the period covered by this Agreement such insurance. All insurance coverages are to be placed with insurers which 1) have a Best's rating of no less than B+VIII, and 2) are admitted insurance companies in the State of California.

- A. Comprehensive General Liability (CGL): Contractor shall maintain in full force and effect, for the period covered by this Agreement, Comprehensive General Liability insurance with limits of liability of not less than the following: single limit coverage applying to bodily and personal injury, including death resulting therefrom, property damage, and automobile coverage in the total amount of \$1,000,000; and include the following coverages:

1. Personal Injury and Bodily Injury, including death resulting therefrom.
2. Property Damage.
3. Automobile coverage which shall include owned and non-owned vehicles.
4. The following endorsements must be provided in the CGL policy:
  - a. If the insurance policy covers on an "accident" basis, it must be changed to "occurrence".
  - b. The policy must cover personal injury as well as bodily injury.
  - c. Blanket contractual liability must be afforded and the policy must contain a cross liability or severability of interest endorsement.
  - d. The County of San Luis Obispo, its officers, employees, and agents shall be named insured under the policy, and the policy shall provide that the insurance will operate as primary insurance. No other insurance

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effected by the County, whether commercial or self-insurance, will be called upon to contribute to a lost hereunder. Nothing contained in this Agreement shall be construed to require Contractor's insurance to indemnify County in contravention of Insurance Code 11580.04.

- e. Self-insurance can be substituted for a commercial policy, the same provisions shall apply.

B. Worker's Compensation Insurance: In accordance with the provisions of Section 3700 of the Labor Code, Contractor, if Contractor has any employees, is required to be insured against liability for Worker's Compensation or to undertake self-insurance. Contractor agrees to comply with such provisions before commencing the performance of the work of this Agreement.

C. The following requirements apply to all insurance to be provided by Contractor:

1. A certificate of insurance shall be furnished to County prior to commencement of work. Upon request by the County, Contractor shall provide a certified copy of any insurance policy to the County within ten (10) working days.
2. Certificates and policies shall state that the policies shall not be canceled or reduced in coverage or changed in any other material aspect without thirty (30) days prior written notice to County.
3. Approval of the insurance by County shall not relieve or decrease the extent to which the Contractor may be held responsible for payment of damages resulting from Contractor's services or operations pursuant to this Agreement.
4. The parties expressly agree that the indemnification and insurance clauses in this Agreement are an integral part of the performance exchanged in this Agreement. The compensation stated in this Agreement includes compensation for the risks transferred to Contractor by the indemnification and insurance clauses.

12. NON-DISCRIMINATION: Contractor shall not discriminate against any person or class of persons in violation of any and all federal, state and local non-discrimination laws.



13. COMPLIANCE WITH ALL LAWS: Contractor agrees to abide by all laws and regulations applicable to the expenditure of County grant funds, including but not limited to, the audit of the expenditure of these funds for compliance with regulations and the inclusion of provisions guaranteeing compliance with all labor laws and regulations pertinent to public funds.
14. SEVERABILITY: The invalidity of any provision of the Agreement shall not affect the validity or enforceability of any other provision of the Agreement.
15. REMEDIES NOT EXCLUSIVE: The use by either party of any remedy specified herein for the enforcement of the Agreement is not exclusive and shall not deprive the party using such remedy of or limit the application of, any other remedy provided by law.
16. LAW: This Agreement has been executed and delivered in the State of California and the validity, enforceability and interpretations of any of the clauses of the Agreement shall be determined and governed by the laws of the State of California.
17. VENUE: San Luis Obispo County shall be the venue for any action or proceeding that may be brought or arise out of, in connection with or by reason of this Agreement.
18. ENTIRE AGREEMENT AND MODIFICATIONS: This Agreement supersedes all previous Agreements and constitutes the entire understanding of the parties hereto. Contractor shall be entitled to no other benefits than those specified herein. No changes, amendments, or modifications shall be effective unless in writing and signed, in advance of the effective date of the change, amendment or modification, by both parties. Contractor specifically acknowledges that in entering into and executing this Agreement, Contractor relies solely upon the provisions contained herein and no other Agreement or oral discussions prior to entering into this Agreement.
19. NO WAIVER: The failure to exercise any right or enforce any remedy contained in this Agreement shall not operate as or be construed to be a waiver or relinquishment of the exercise of such right or remedy, or of any right or remedy herein contained.
20. HEADINGS: The headings and other captions contained in this Agreement are for convenience only and shall not be used in interpreting, construing or enforcing of any provisions of this Agreement. This Agreement has been prepared through the efforts of all parties hereto and shall not be construed against any party as the draftsman.
21. NON-ASSIGNMENT OF AGREEMENT: This Agreement is intended to secure specialized services of Contractor and thus Contractor shall not

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assign, transfer, delegate or sublet this Agreement, or any interest therein, without the prior written consent of the County, and any such assignment, transfer, delegation or sublet without the County's prior written consent shall be considered null and void.

22. NOTICES: Any notices, demands or communication, under or in connection with this Agreement may be served upon County by personal service, or by mailing the same by regular mail and directed to County at:

County of San Luis Obispo  
Administrative Office  
Room D430, County Government Center  
ATTN: Gail Wilcox

and may be likewise served on Contractor at:

San Luis Obispo County Community Foundation  
1401 Higuera Street  
San Luis Obispo, CA 93401  
ATTN: David Edwards, Executive Director

Gold Coast Collaborative  
2191 Johnson Avenue  
San Luis Obispo, CA 93401  
ATTN: Lisa Nicholson

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IN WITNESS WHEREOF, the County has executed this Agreement and the Contractor has caused this Agreement to be approved by its Board of Directors and to be executed by a duly authorized office, all as of the day and year first above written.

AGREED TO ON THE DAY AND YEAR SET FORTH ABOVE.

COUNTY OF SAN LUIS OBISPO

BY: \_\_\_\_\_

AUTHORIZED BY BOARD ACTION

\_\_\_\_\_, 2006

ATTEST

By: \_\_\_\_\_  
Clerk of the Board of Supervisors

APPROVED AS TO FORM AND LEGAL EFFECT

JAMES B. LINDHOLM, JR.

County Counsel

By:   
Deputy County Counsel

San Luis Obispo County Community  
Foundation

By: 

Print Name: David Edwards

Title: Executive Director

Date: 6/16/06

Gold Coast Collaborative

By: 

Print Name: Lisa Nicholson, PhD, RD

Title: Associate Professor, Cal Poly.

Gold Coast Collaborative - HEAL-SLO  
Liaison. (HEAL-SLO is the new  
name for SLO-GCC)

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## Exhibit A

### ***Growing Communities for Healthier Children:***

#### Community Planning Initiative to Reduce the Risk of Obesity for Children in San Luis Obispo County

On behalf of the San Luis Obispo County branch of the Gold Coast Collaborative<sup>1</sup>, the San Luis Obispo County Community Foundation seeks \$18,480 in funding to convene and facilitate a broad-based task force to develop a strategic plan to combat the rising obesity epidemic and the chronic diseases associated with it.

#### **Program Summary:**

Despite the popular notion that San Luis Obispo County (SLO) is prosperous and healthy, the reality is that there is a growing epidemic of children who are overweight and at risk of obesity. The 2005 SLO Children's Summary Report shows that over 1 in 4 county children are overweight or at risk of being overweight. There are income and ethnic disparities in the risk of obesity in the county, but the epidemic affects all children. According to school district data, 43.8% of Latino 5<sup>th</sup> graders in SLO are considered overweight compared to 26.5% of white 5<sup>th</sup> graders – both alarming proportions. Similarly, 35% of Latino children, ages 2-5 years, participating in the Child Health and Disability Prevention Program (CHDP) are at-risk or overweight, compared to 25% of white children. Data from the four cities in the northern and southern parts of the county also show higher percentages of children, especially younger children, who are overweight or at-risk of overweight. These communities have a disproportionate share of families with children living in poverty: ranging to 22% compared to the county average of 10%, and a much greater percentage of Latino families.

The well documented long-term health and economic impacts associated with obesity have raised the concern of parents, educators, health officials, and policymakers. According to the U.S. Surgeon General<sup>2</sup>, an estimated 300,000 deaths may be attributable to obesity, with the risk of death rising with increasing weight. Being overweight or obese is associated with diabetes; over 80 percent of people with diabetes are overweight or obese. Obesity also is associated with elevated triglycerides (blood fat) and decreased HDL cholesterol ("good cholesterol"), high blood pressure and the incidence of heart disease. Some types of cancers are associated with overweight and obesity, such as colon, prostate, kidney and postmenopausal breast cancer. Moreover, the rate of Type 2 diabetes has increased dramatically among children and adolescents. Also, overweight children and adolescents more frequently have high cholesterol and high blood pressure – factors for heart disease – compared to healthy weight children. In economic terms, a 2005 study estimated that obesity and inactivity could cost California \$28.7 billion in healthcare expenses, injuries and lost productivity; 32 percent more than five years ago<sup>3</sup>. As overweight

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<sup>1</sup>The Gold Coast Collaborative, comprised of various county and community organizations, is a regional and county level effort to promote healthy nutrition and physical activity. It is funded regionally by the U.S. Department of Agriculture (USDA) Food Stamp Program through the California Nutrition Network. Further description of the local collaborative is under 'Organizational Background'.

<sup>2</sup> U.S. Department of Health and Human Services, Office of the Surgeon General; [www.surgeongeneral.gov](http://www.surgeongeneral.gov).

<sup>3</sup>Chenoweth, et al., *The Economic Costs of Physical Inactivity, Obesity and Overweight in California Adults: Health Care, Workers' Compensation, and Lost Productivity*, 2005.

adolescents have a 70-80 percent chance of becoming overweight or obese adults, preventing obesity must start in childhood.

The direct costs of the County for medical conditions related to and exacerbated by obesity are significant. In FY 04/05 and FY 05/06, 9% of the County Medical Services Program patients had diabetes mellitus (228 patients) and 20% had a disease of the circulatory system (554 patients).

Faced with the evolving data that show an impending crisis, there is a growing consensus among local parents, public health and education officials, community leaders, as well as the Governor of California that there needs to be greater collaborative efforts to address key social and environmental factors leading to overweight children. Addressing the factors will require various coordinated strategies, including public education and systemic changes in policies and practices within households, (pre-) schools, work sites, health and social services, parks and recreation, and city and county planning to increase opportunities for children to eat more nutritious food and to have a more physically active lifestyle.

However, results from the recent *Assessment of Community Leaders' Attitudes towards Obesity Prevention Strategies*<sup>4</sup> indicate that while most of the randomly selected school board members, city council members, and the Board of Supervisors are aware of the importance of preventing childhood obesity, few are fully aware of the potential range of strategies and how many sectors and levels of public and private entities would have to be taking action to be effective to prevent obesity. Enhancing policymaker awareness and developing coordinated preventative strategies will be required to achieve systemic changes in policies and practices, and have successful outcomes.

Coordinated strategies are expected to be developed by a Task Force. The formation of an 'Obesity Prevention Task Force' was recommended to the County Board of Supervisors, following a recommendation from the County Health Commission that county stakeholders be formed into a task force to develop a strategic plan to combat the rising epidemic. No county health and human service department or organization is currently responsible for or funded to support such a broad-based strategic planning effort for obesity prevention.

While the San Luis Obispo County branch of the Gold Coast Collaborative (SLO GCC) aims to prevent obesity through advocacy and education, the SLO GCC recognizes that it does not have the authority or sufficient leverage to coordinate programs across organizations and departments, nor does its membership include key partners such as the local agricultural and business sectors, the Medical Society, city/county Parks and Recreation Departments, and most importantly, children and their parents, to address systemic policy issues. For the anticipated broad-based Obesity Prevention Task Force to act effective, SLO GCC is partnering with San Luis Obispo County Community Foundation (SLOCCF) as fiscal agent, and is seeking \$18,480 to convene, coordinate and facilitate the anticipated county Obesity Prevention Task Force. On behalf of SLO GCC, SLOCCF will contract public health consultants, Diringer & Associates, to convene and facilitate the task force. SLO GCC members will provide technical support.

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<sup>4</sup> San Luis Obispo County Community Foundation and Diringer & Associates, January 2006.

**Project/Results Description:**

The purpose of this proposal is to convene and facilitate the broad-based Task Force envisioned by the Health Commission and SLO GCC. The Task Force will bring together a broad range of community stakeholders, some of whom have been engaged on obesity issues, as well as those who need to be at the table to enable systemic policy changes to occur to examine the factors/issues contributing to children being overweight.

The Task Force will be charged with the development of a comprehensive strategy and action plan for the county. This Task Force would integrate the myriad of obesity prevention efforts in the county into a coordinated and comprehensive strategic effort and recommend plans to fill program/geographic gaps as necessary, ensuring that strategies are developed by and reach all communities in the county.

The Task Force will be composed of representatives from:

Migrant Head Start, Head Start and pre-school parents  
Parents Teachers Associations  
Latino Outreach Council  
Youth Asset Development Leadership Teams  
Economic Opportunity Commission  
County health officials  
County education officials  
County planning officials  
County social service officials  
Children's Services Network  
County Council of Governments  
Community Health Centers  
The Medical Society

Private Nutritionists  
UC Cooperative Extension  
Farmers' Market Association  
Grocers' Association  
Local Agricultural and Community Initiatives  
Local Chambers of Commerce  
Cal Poly Nutrition and Ag. Departments  
Parks and Recreation departments  
Boys and Girls Clubs, YMCA  
SLO County Community Foundation  
Board of Supervisors  
First Five Commission  
Gold Coast Collaborative

**Objectives:**

Specific objectives related to this funding are:

- The Task Force convened on at least a monthly basis for six months, September 2006 through March 2007, with professional support and facilitation.
- A strategic action plan detailing recommended actions to counter factors contributing to children being overweight completed by March 2007.

**Outcomes:**

- A prioritized strategic action plan of policies to be changed or developed to counter the prevalence of children being overweight; identification of organizations to push for the specified policy changes and potential sources of the resources required to accomplish the actions.
- A prioritized strategic action plan of steps to be taken at organizational and community levels to improve nutrition and increase physical activity by children to reduce the prevalence of children being overweight; identification of organizations to push for the specified steps and potential sources of the resources required to accomplish the steps.

- Through the development of the strategic action plan, community leaders and policymakers will increase their awareness of childhood overweight prevalence, achievable steps to be taken, and their commitment to take these steps.
- Through the development of the strategic action plan, opportunities to coordinate existing efforts to improve nutrition and increase physical activity will be identified and prioritized action steps to achieve the coordination developed.
- Through the development of the strategic action plan and identification of organizations to implement these actions, consensus will be built for increased coordination, mobilization and sustainability.

### **Long Term Measurable Outcomes:**

The anticipated measurable outcomes are expected to be:

- Reduce the percentage of 5<sup>th</sup>, 7<sup>th</sup> and 9<sup>th</sup> grade children overweight, or at risk of overweight, according to California Department of Education annual Physical Fitness Test data;
- Increase the percentage 5<sup>th</sup>, 7<sup>th</sup> and 9<sup>th</sup> grade children who achieve six of the six Physical Fitness Standards, according to California Department of Education annual Physical Fitness Test data; and
- Reduce the percentage of young children, 3-5 years old, overweight, or at risk of overweight, according to CHDP Pediatric Nutrition Surveillance data.

The action plan report will include a description of the plan development process with a list of meeting dates, objectives and outcomes, and participants and will serve as the project indicator in this funding period. The Task Force will designate what body will routinely monitor indicators of children's weight and fitness status, implementation of the strategic plan and the number of policies successfully addressed.

### **Work Plan:**

<b>Activity</b>	<b>Responsible</b>	<b>Timeframe</b>
Invite Task Force members' participation	Diringer & Associates	July 2006
Convene meetings 1-6: review data, issues and factors; review existing programs; hear from community youth and parents; examine 'best practices' of successful interventions; outline strategic action plan	Technical input – SLO GCC Coordination, facilitation – Diringer & Associates	July-December 2006
Write report of strategic action plan; print report	Diringer & Associates	December 2006 – January 2007

**Organizational Background:**

As the San Luis Obispo branch of the Gold Coast Collaborative (SLO GCC) does not have authority to receive and manage funds, The San Luis Obispo County Community Foundation (SLOCCF) will act as fiscal agent on its behalf. SLOCCF has served as fiscal agent for several other grassroots groups, including the San Luis Obispo Children's Health Initiative, the Children's Assessment Center, and previously for SLO GCC to obtain a 'mini-grant' from CA DHS Regional Nutrition Network to assess community leaders' attitudes and interests toward obesity prevention as an initial step in developing a policy advocacy agenda.

SLO GCC, the local coalition of the tri-county Gold Coast Collaborative (GCC) (Ventura, Santa Barbara and SLO), has been meeting for the past year focusing on catalyzing activity to prevent childhood obesity. The Collaborative's members are from various county services and organizations, including from the Department of Public Health, Lucia Mar School District, County Office of Education, U.C. Cooperative Extension, San Luis Obispo County Community Foundation, Economic Opportunity Commission, YMCA, Cal Poly, and local nutrition and public health experts. A list of core SLO GCC members is attached as Attachment 1. Each member has technical and programmatic expertise in either nutrition or physical activity, and nearly all have in-depth knowledge of how the County services work with organizations to provide necessary services. SLO GCC, with members, will provide culturally-appropriate technical support and nutrition and physical activity expertise to the task force.

SLO GCC also has identified Diringer & Associates, local experienced public health consultants, to convene and facilitate the planning process and draft the detailed action plan. Diringer & Associates has technical knowledge of obesity issues and community planning processes. Joel Diringer, JD, MPH, of Diringer & Associates, has been involved in health policy advocacy for twenty-five years and has spearheaded numerous local and statewide planning and advocacy efforts. He facilitated the 2003 Future Vision task force on the county's health care safety net, developed the SLO Children's Health Initiative, is a member of the First 5 Commission, and works as a technical assistance consultant on children's health issues. Mr. Diringer's associate, Amy Gilman, MPH, has a background in community-based nutrition programming and evaluation, both internationally and domestically, and has worked with county officials to prepare the Children's Services Network *Children's Summary Report 2005*. Diringer & Associates carried out the *Baseline Assessment of Community Leaders' Attitudes toward Obesity Prevention Strategies*.



**San Luis Obispo County Community Foundation  
Preventive Health Grant Budget 2006**

Description	Project Budget	Request to Grant Budget	Other Funding Source
<b><i>I. Personnel</i></b>			
SLOCCF Director of Grants and Programs (.01 FTE)	400	0	400@
SLO GCC Technical Experts, see Attachment 1 (18 x .02 FTE)	14,400	0	14,400@
<b><i>Subtotal - Personnel</i></b>	<b>\$ 14,800</b>	<b>\$ 0</b>	<b>\$ 14,800@</b>
<b><i>II. Operating Costs</i></b>			
Program Supplies	500	500	0
Copying and printing	1,500	1,500	0
Subcontract: facilitation, coordination, reporting	15,000	15,000	0
<b><i>Subtotal - Operating Costs</i></b>	<b>\$ 17,000</b>	<b>\$ 17,000</b>	<b>\$ 0</b>
<b><i>III. Indirect Costs @ 10% of Personnel</i></b>	<b>\$ 1,480</b>	<b>\$ 1,480</b>	<b>\$ 0</b>
<b>Grand Total</b>	<b>\$ 33,280</b>	<b>\$ 18,480</b>	<b>\$ 14,800@</b>

**Attachment 1: Core Members of San Luis Obispo County Gold Coast Collaborative (SLO GCC)**

<b>Member</b>	<b>Organization</b>
Kris Jankovitz	Asst. Professor, Kinesiology, Cal Poly
Lisa Nicholson	Assistant Professor, Food Science & Nutrition, Cal Poly
Jayma Newland	SLO County Office of Education
Judy Stephens	Director of Food Services, Lucia Mar School District
Shirley Peterson	UC Cooperative Extension
Krista Mugford	Cal Poly SLO/UC Cooperative Extension
Shana Paulson	Children's Services Manager, EOC Child Care Resource Connection
Julie Andrews-Scott	Food Services Director, EOC
Barbara Horne	Dietetic Intern/EOC
Greg Thomas	Health Officer, SLO County Public Health Dept.
Kendra Davis	CHDP, SLO County Public Health Dept.
Linda McClure	WIC, SLO County Public Health Dept.
Jan Campbell	MCH, SLO County Public Health Dept.
Dayna Ravalin	MCH, SLO County Public Health Dept.
Armando Corella	First 5 Commission of SLO County
Susan Hughes	First 5 Commission of SLO County
Jennifer Rhynes	Director, YMCA
Janice Wolf	Director of Grants and Programs, SLOCCF
Pat Rogers	Community Member
Karla Quiroga	Creative Nutrition Concepts
Yukie Nishinaga	Creative Nutrition Concepts

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## **Attachment 2: Key Program Personnel**

### San Luis Obispo County Community Foundation

#### **Janice Fong-Wolf, Director of Grants and Programs**

Ms. Fong-Wolf is responsible for developing and implementing the grantmaking program for the Foundation and its donor-advisors. Her duties include developing strategic grantmaking initiatives, reviewing all grant proposals, working with a team of community reviewers to determine grant distribution, monitoring and evaluating grantees, and implementing donor-driven programming. She also works with non-profit organizations to ascertain their needs for capacity building and training. Janice joined the Foundation in April 2000 after working in the non-profit health and human services arena for twenty years. She has lived, worked and volunteered in San Luis Obispo County since 1975.

### Diringer & Associates

#### **Joel Diringer, JD, MPH**

Mr. Diringer is the principal of Diringer and Associates, a Central California based consulting firm specializing in research and strategic support for health and nonprofit organizations.

Mr. Diringer was formerly with The California Endowment where he was a Senior Program Officer and Health Policy Advisor. Mr. Diringer was also an attorney and health policy advocate for California Rural Legal Assistance in San Luis Obispo for 13 years. He has worked extensively on health access issues affecting children, low-income, immigrant, and farm worker populations for over twenty years. He is the author of *Health in the Heartland: The Crisis Continues; A Report on Health Status and Access to Care in the San Joaquin Valley* and will soon be publishing a comprehensive report on the health of Central Coast residents. Mr. Diringer compiled the San Luis Obispo 2005 Children's Services Report and chaired the San Luis Obispo Future Vision Task Force on the future of the health care safety net. Mr. Diringer has been working with the Gold Coast Collaborative for the past year on child nutrition and obesity prevention issues.

Mr. Diringer received a Masters in Public Health from Harvard School of Public Health in 1991, and his law degree from the University of California at Davis in 1980. Mr. Diringer was the founder of the Rural Health Advocacy Institute and was a member of the Governing Council of the American Public Health Association. He is a member of the San Luis Obispo First 5 Commission on Children, the Children's Health Initiative of San Luis Obispo, Inc. and the advisory committee of the Insuring the Uninsured Project. He also served on numerous commissions and committees and is a frequent lecturer and technical consultant on health issues.

#### **Amy Gilman, MPH**

Ms. Gilman has worked with Diringer and Associates coordinating research since the end of 2004. Ms. Gilman co-authored the San Luis Obispo 2005 Children's Services Report, and is co-preparing the Central Coast Regional Health Status Report 2006, which highlights disparities in health status and access within the six regional counties.

After receiving her Masters in Public Health from Tulane University in 1998, Ms. Gilman worked with UNICEF Nepal for six years. While in Nepal, she established and supported a project designed to interrupt the lifecycle of malnutrition, reduce the incidence of low birth weight and reduce infant mortality by improving maternal nutritional status both before and during pregnancy. Ms. Gilman also has been working with the San Luis Obispo branch of the Gold Coast Collaborative on child nutrition and obesity prevention issues for nearly a year.